

Regular Meeting

| | |
|----------------------|-------------------------------------|
| Agenda Item # | 6 |
| Meeting Date | October 22, 2007 |
| Prepared By | Ilon Blanchard Senior Planner |
| Approved By | Barbara B. Matthews City Manager |

| | |
|------------------------------|--|
| Discussion Item | 2 nd Reading Ordinance Amending Title 8 Business Chapter 8.40 Commercial District Facade Regulations of the <i>Takoma Park Code</i> |
| Background | <p>The Facade Advisory Board (FAB), established by Council in 1999 to serve in an advisory capacity to both the City Council and the Montgomery County Historic Preservation Commission (HPC), reviews proposed changes to the exterior appearance of commercial properties in the Old Town and Takoma Junction business districts. Their recommendations provide guidance to the HPC as it considers the issuance of any Historic Area Work Permit (required prior to the issuance of a building or sign permit). The design standards set forth in Title 8.40 Commercial District Facade Regulations, Article 2. Standards of the <i>Takoma Park Code</i> are used by the FAB in its review of proposed projects and in the development of its recommendations to the HPC.</p> <p>The Board, following a thorough review of these standards and as detailed during the Council's October 1 worksession, has recommended amending the design standards established for new and replacement signage in Old Town and Takoma Junction. The amendment is intended to establish standards which are more easily understood, which more accurately reflect the architectural character of the districts, and which will support local efforts to maintain the economic vitality of the businesses operating within the area.</p> <p>Following the Council's initial review of the proposed amendment, language governing the design and installation of limited duration signs was redrafted and the code reference contained within the section clarified. The ordinance was first read on October 8th. This is the second reading of the proposed ordinance amendment.</p> |
| Policy | <p>The City Manager, in conjunction and with the FAB, shall implement, enforce and routinely update the City Standards.</p> <p style="text-align: right;"><i>Takoma Park Code Title 8.40.050</i></p> |
| Fiscal Impact | None |
| Attachments | Ordinance Amending Chapter 8.40 Commercial District Facade Regulations |
| Recommendation | Approve second reading of ordinance |
| Special Consideration | None |

Introduced by Councilmember Clay

First Reading: October 8, 2007

Second Reading:

Effective Date:

**CITY OF TAKOMA PARK, MARYLAND
ORDINANCE NO. 2007-49**

Amending Takoma Park City Code Chapter 8.40 Commercial District Facade Regulations

WHEREAS, the Takoma Park City Council, wishing to further the economic vitality of Old Town and Takoma Junction and to preserve their respective architectural character, adopted legislation requiring the review of all proposed new construction, signs, and facade improvements within these established commercial areas; and

WHEREAS, Title 8, Business, Chapter 8.40 of the *Takoma Park Code* provides for the formation of a Facade Advisory Board (FAB) and sets forth the design criteria and the process by which regulated improvements to commercial properties are to be reviewed; and

WHEREAS, the FAB has undertaken a review of said design standards to ensure that they appropriately reflect the architectural character of Old Town and Takoma Junction; and

WHEREAS, the FAB, following its review of existing design standards for new and replacement signage, has recommended the amendment of the design standards detailed in Chapter 8.40.120 Signs of the *Takoma Park Code*.

NOW, THEREFORE, BE IT ORDAINED BY THE COUNCIL OF THE CITY OF TAKOMA PARK, MARYLAND, that Title 8 Business, Chapter 8.40 Commercial District Facade Regulations, Article 2. Standards of the *Takoma Park Code* is amended as follows:

Section 8.40.120 Signs.

~~A. Design (Modifications/Replacement):~~

- ~~1. Signs must be compatible with or complementary to the character of the facade.~~
- ~~2. Sign materials shall be easily maintained and may include treated fabric, natural or painted wood, metal, and metal, wood, plastic or painted numbers and letters.~~
- ~~3. Signs may not exceed a maximum of 30" high nor project more than 8" from the building facade.~~
- ~~4. The maximum allowable sign area in square feet shall not exceed 2 times the frontage width of the building in feet. Sign area is the entire portion that can be enclosed within a single, continuous rectangle around the extreme limits of the letters, figures, designs, and illumination, plus any material or color forming an integral part of the background of the display or used to differentiate the sign from the backdrop or building structure against~~

which it is placed.

5. ~~Lettering applied to windows or entrance doors may not exceed 12" in height and the text shall be limited to the street number and/or name of the business.~~
6. ~~Signs at the rear of the building may not exceed 6 square feet in size and may not be luminous.~~
7. ~~Signs painted on the facade or on the inside of windows shall be no greater than 8" in height, except if they are the only identifying sign for the property, in which case they may be a maximum of 12" in height.~~
8. ~~The size of signs on shopfront windows may not exceed 20% of the glass area.~~
9. ~~Non-illuminated secondary signs shall be permitted for the identification of commercial tenants occupying the upper floors of a building, but shall not project above the building ground floor entry door lintel.~~
10. ~~Signs shall be placed in the shop window, above the shop window, and below the sill of the second floor window or on a fixed awning.~~
11. ~~Exterior wall mounted signs may not be luminous but may be illuminated as described in Section 8.40.130.~~
12. ~~Neon signs are permitted inside the store window. Flashing or moving signs (other than barber poles) are not permitted.~~
13. ~~Rooftop signs, above the parapet of the building, billboards, or outdoor advertising signs painted or mounted on the buildings are not permitted.~~
14. ~~Signs mounted at right angles to the face of the building are not permitted.~~
15. ~~Signs painted on buildings are not permitted.~~
16. ~~Billboards other than those identifying the general shopping area are not permitted.~~
17. ~~Decorative neon lights are permitted on the front facades of the building.~~
- B. ~~Maintenance:~~
 1. ~~Temporary signs of all types may not occupy more than 20% of the window area and may not be left in place for more than 30 consecutive days.~~
 2. ~~Abandoned or outdated signs, billboards and related posts and structures shall be removed within 30 days of disuse. (Ord. 1999-43 § 2G, 1999)~~

A. Design Standards for modification or construction of new or replacement signage.

1. | Zoning Regulations:
| All permanent and temporary signage shall be installed and maintained in
| accordance with the regulations set forth in the Montgomery County Code Article
| 59-F.
2. | Required Permits:
| Historic Area Work Permits shall be secured from the Montgomery County
| Historic Preservation Commission prior to the installation or modification of a
| sign in designated historic districts. Sign permits shall be obtained from the
| Montgomery County Department of Permitting Services prior to sign installation.
3. | General Requirements:
| In general, signs should not obscure or detract from architectural details. Signs
| should be positioned and designed to complement and emphasize the building
| architecture, including special shapes or details of the facade; draw attention to
| the building entrance; or to emphasize a display window where feasible and
| desirable.
4. | Wall Signs:
| Signs that are mounted parallel to the wall of the building may not extend more
| than 8 inches from the building face.
5. | Projecting Signs:
| Projecting signs may not extend more than 3 feet from the building face.
6. | Awning or Canopy Signs:
| Signs may be incorporated as part of awnings or canopies. Images and lettering
| should be confined to the vertical face.
7. | Free-Standing Signs:
| Signs erected on the ground or attached to a structure such as a post, pole or
| column as its sole source of support, should be appropriate to the context,
| balanced in size and in height and not unduly obstruct the view of the building or
| the view along the streetscape.
8. | Temporary Signs:
| Aggregated area of all temporary signs in a windows may not exceed more than
| 20% of the window area and may not remain in place for more than 30 days.
9. | Limited Duration Signs:
| The provisions of this chapter shall apply to all banners and other limited duration
| signs as defined by Montgomery County Code Article 59-F.
10. | Sign Materials:

Sign materials should be durable and easy to maintain. Appropriate materials include but are not limited to painted or carved wood, aluminum, stone, acrylic, neon, glass, and stained glass.

11. Illumination:

Light sources external to the sign surface and directed downward toward the sign are preferred. The light level should not overpower the facade or other elements of the building or adjacent streetscape. The light source should be shielded from pedestrian view. Internal lighting may be appropriate where only letters are illuminated or neon is used.

12. Sign Shape:

Signs should be designed in simple, straight forward shapes that convey their messages clearly. Symbols should be easily readable.

13. Graphics:

Lettering should be properly proportioned and easy to read. In most instances, simple fonts are preferred. The number of fonts should be limited to two per sign. As a general rule, the letters should not occupy more than 75% of the total sign panel. Finishes should be matte or non-glare with graphics in high contrast to their backgrounds.

B. Maintenance Standards.

Signs shall be appropriately maintained with missing lettering, peeling paint, and other signs of deterioration corrected in a timely fashion. Damaged and obsolete signs, as well as associated posts, wiring and structures, shall be repaired or removed within 30 days of notice by the City.

BE IT FURTHER ORDAINED that this Ordinance shall be effective immediately.

Adopted this ____ day of _____ 2007 by roll call vote.